



Year	2014																												2015									
Month	September				October				November				December				January				February				March				April									
Week	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20				
Place Media																																						
National :30 Cable																																						
ESPN																																						
National :30 Cable																																						
AFAR																																						
Full Page 4 Color Bleed																																						
Issues: November/December, January/February; Tablet Editions																																						
Circulation: 250,000																																						
Readers Per Copy: 4																																						
Conde Nast Traveler																																						
Full Page Custom SLI with 1/3 gatefold on 60# stock																																						
Issues: November																																						
Tablet Edition: November, December																																						
Full Page 4 Color Bleed																																						
Issues: December																																						
Circulation: 822,826																																						
Readers Per Copy: 4.47																																						
Added Value:																																						
2x CNT Hotline Popup Concierge Activations (NY/CHI)																																						
2x Dedicated, Geo-Targeted Email Blasts																																						
1x Passport 1/3 In-Book Listing																																						
Departures																																						
Full Page 4 Color Bleed + Advertorial																																						
Issues: November/December																																						
Circulation: 1,237,880																																						
Readers Per Copy: 3																																						
Median Age: 54.5																																						
Added Value:																																						
Dedicated email blast																																						
Total Value:																																						
Endless Vacation																																						
Full Page 4 Color Bleed																																						
Issues: Winter 2014 - Winter Travel Planning, Tablet Edition																																						
Circulation: 1,700,000																																						
Readers Per Copy: 2.5																																						
Added Value:																																						
Bonus Companion Advertorial																																						
Reader Service Listing																																						
Tablet Inclusion with :30 video																																						
300 x 250 or 728 x 90 Banner Ad Inclusion online																																						
300 x 250 or 728 x 90 newsletter inclusion																																						
RCI :15 - :20 voice messaging on travel agent phone line Value																																						
Featured Showcase – Home Page Description (100 Characters Max), Home Page Image (224 x 166 jpg), Landing Page																																						
Description (1000 characters Max), Landing Page Image (450 x 300 jpg), URL																																						
RCI call center educational session with 900 RCI travel agents																																						
Food & Wine																																						
Full Page 4 Color Bleed																																						
Issues: November, December; Tablet Editions																																						
Circulation: 944,191																																						
Readers Per Copy: 8																																						
Added Value:																																						
Tablet Inclusion November and December																																						
1 Sponsored social media post on F&W Facebook Page																																						
1 Fresh Finds In-Book Listing & 1 All You Can Eat Online Listing																																						
Instagram Post																																						
Golf Magazine																																						
Full Page 4 Color Bleed + Advertorial																																						
Issues: November, February																																						
Circulation: 350,000 (National Affluent Audience)																																						
Readers Per Copy: 3.68																																						
Added Value:																																						
Bonus Advertorial in each issue purchased																																						
2 National Escapes Listings (Oct 2014, January 2015)																																						
Reader Service Listing																																						
Bonus 1/2 4C Horizontal ad in Full National Circ Dec 2014																																						
ACA																																						
Savour																																						
Full Page 4 Color Bleed																																						
Issues: December, January/February																																						
Circulation: 329,063																																						
Readers Per Copy: 5																																						
Added Value:																																						
Tablet Inclusion with Live Links																																						



Year	2014																												2015																											
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Week	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20																						
Southwest Spirit																																																								
Full Page 4 Color Bleed Issues: November, December, January Circulation: 446,955 Readers Per Copy: 8.3 Added Value: Readers Service Listing In-Book 350 x 250 Banner Ad on spiritmag.com Sponsored e-Newsletter Route Map Sponsorship																													ACA																											
Travel + Leisure																																																								
Full Page 4 Color Bleed + Advertorial; Tablet Editions Issues: November, December Circulation: 971,922 Readers Per Copy: 5.92 Added Value: Tablet Inclusion with Live Links																																																								
US Airways Magazine																																																								
Full Page 4 Color Bleed Issues: November, December, January, February Circulation: 306,004 Readers Per Copy: 10.6 Added Value: Editorial Spread Banner Ad on Monthly e-newsletter Banner on USAirwaysMag.com																						ACA																																		
Wall Street Journal																																																								
Wall Street Journal - National Newspaper 2x Custom Half Page Art Battle Custom Print Pieces 10x 2x7 Custom Non-Bleed in Off Duty Travel Section Wall Street Journal - The Magazine Circulation: 1,481,570 Full Page 4C Bleed Ad Added Value All Production Elements for Art Battles Promotion Art Battles Event Art Battles Coverage, Editing, Video Shoots																													ACA														ACA													
ABC.com																																																								
Streaming Television Targeting: Primetime/News - Watch on Demand/HULU (Desktop, iPad, iPhone) Flight Dates: 10/1/14 - 2/28/15 ABC Local & ABC News Display Banners Targeting: News, Weather, Travel Flight Dates: 10/1/14 - 2/28/15 ABC Local & ABC News Pre-roll Targeting: News, Weather, Travel Flight Dates: 10/1/14 - 2/28/15 ABC Local In-Banner Video Targeting: News, Weather, Travel Flight Dates: 10/1/14 - 2/28/15 Weather App ROS Targeting: National Flight Dates: 10/1/14 - 2/28/15 ABC Local Display Banners Targeting: News, Weather, Travel - Standard Banners, iPad & Mobile Apps Flight Dates: 10/1/14 - 2/28/15 ADDED VALUE: ABC Local & ABC News Display Banners Targeting: ROS Flight Dates: 10/1/14 - 2/28/15 ADDED VALUE: Streaming Television Targeting: Primetime/News - Watch on Demand/HULU (Desktop, iPad, iPhone) Flight Dates: 10/1/14 - 2/28/15 ADDED VALUE: ABC Local & ABC News Display Banner Targeting: ROS Flight Dates: 10/1/14 - 2/28/15 ADDED VALUE: ABC Local & ABC News Pre-roll Targeting: ROS Flight Dates: 10/1/14 - 2/28/15																																																								
AFAR.COM																																																								



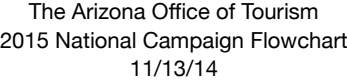
Year	2014																											
Month	September							October							November							December						
Week	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6
1 Sponsored Custom Content Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
Homepage Wanderlust and Carousel Targeting: National Flight Dates: 7 days																												
Sponsorship of Destination Page and Content Targeting: Arizona Content Flight Dates: 11/1/14 - 3/31/15																												
Targeted to Southwest Content Targeting: Southwest Content Flight Dates: 11/1/14 - 3/31/15																												
ROS Banners Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
Mobile Web Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
Wanderlust Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
Newsletter Banner & Partner Post Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
ADDED VALUE: Bonus ROS Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
ADDED VALUE: Newsletter Banner & Partner Post Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
ADDED VALUE: Facebook Posts (2) Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
ADDED VALUE: Twitter Posts (2) Targeting: National Flight Dates: 11/1/14 - 3/31/15																												
CNTraveler																												
Editorial Content Alignment Package Targeting: National Flight Dates: 11/1/14 - 11/30/14																												
Condé Nast Traveler Daily Newsletter (3) Targeting: National																												
Contextually Targeted Arizona Content Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Premium Site wide Ros Custom Expandable Tabbed Unit Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Premium Site wide Rotation Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Premium ROS Video Interstitial Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Traveler Tablet Rotation Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Traveler Mobile Rotation Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Traveler Mobile Rotation (Full Screen) Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
ADDED VALUE: Condé Nast Collection Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
ADDED VALUE: Twitter Posts (2) Targeting: National Flight Dates: 11/1/14 - 12/31/14																												
Collective																												
Collective Creative Custom Rich Media Expandable Banners with Social Sharing Functionality																												



Year	2014																												2015					
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Week	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20
Targeting: Audience Optimized to High Yielding Clusters with a focus on: Demo- HHI \$75K+, A49-55, A30-48 + Behavioral- seasoned vacationers, luxury travelers, outdoor enthusiasts, passionate foodies + Contextual- Travel, Cooking, Gardening, Entertainment Flight Dates: 2/1/15 - 2/28/15 Display Banners AV (5%) Targeting: Audience Optimized to High Yielding Clusters with a focus on: Demo- HHI \$75K+, A49-55, A30-48 + Behavioral- seasoned vacationers, luxury travelers, outdoor enthusiasts, passionate foodies + Contextual- Travel, Cooking, Gardening, Entertainment Flight Dates: 2/1/15-2/28/15 Collective Creative Production Fees Flight Dates: 2/1/15 - 2/28/15																																		
DreamPlanGo																																		
Feature Article (2) Flight Dates: 10/20, 11/17 Top List Article (2) Flight Dates: 11/3, 12/1 eNewsletter Hero Placement (2) Flight Dates: 11/1, 11/29 Dedicated Sweepstakes Newsletter (1) Flight Dates: 10/22 Facebook Flight Dates: 10/15/14 - 12/15/14 Twitter Flight Dates: 10/15/14 - 12/15/14 Google+ Flight Dates: 10/15/14 - 12/15/14 Pinterest Flight Dates: 10/15/14 - 12/15/14 State Sponsorship Flight Dates: 10/21/14 - 11/14/14 Region Sponsorship Flight Dates: 10/15/14 - 12/15/14 ADDED VALUE: ROS Banner Flight Dates: 10/15/14 - 12/15/14																																		
Expedia																																		
Expedia.com linking IN to custom Arizona Landing Page; Search and Results Pages Targeting: Geographic Retargeting Flight Dates: 11/1/14 - 3/31/15																																		
Travelocity.com linking IN to custom Arizona Landing Page; Search and Results Pages Targeting: Geographic Retargeting Flight Dates: 11/1/14 - 3/31/15																																		
Expedia.com linking IN to custom Arizona Landing Page; Search and Results Pages Targeting: Los Angeles, San Diego, Palm Springs, Las Vegas, Utah, Texas, Florida Flight Dates: 11/1/14 - 3/31/15																																		
Travelocity.com linking IN to custom Arizona Landing Page; Search and Results Pages Targeting: Los Angeles, San Diego, Palm Springs, Las Vegas, Utah, Texas, Florida Flight Dates: 11/1/14 - 3/31/15																																		
Travelocity.com linking OFF to visiterizona.com; Search Pages Targeting: Los Angeles, San Diego, Palm Springs, Las Vegas, Utah, Texas, Florida Flight Dates: 11/1/14 - 3/31/15																																		
Expedia.com linking OFF to visiterizona.com; Search and Results Pages Targeting: Arts & Entertainment & Foodies Flight Dates: 11/1/14 - 3/31/15																																		
Expedia.com linking OFF to visiterizona.com Targeting: Nature Enthusiasts & Outdoor Adventure & Fitness; Search and Results Pages Flight Dates: 11/1/14 - 3/31/15																																		
Travelocity.com linking OFF to visiterizona.com Targeting: Nature Enthusiasts & Outdoor Adventure & Fitness; Search and Results Pages Flight Dates: 11/1/14 - 3/31/15																																		
Expedia.com ROS linking OFF to visiterizona.com Targeting: Post Purchase Search and Results Pages Flight Dates: 11/1/14 - 3/31/15																																		
Travelocity.com ROS linking OFF to visiterizona.com Targeting: Post Purchase Search and Results Pages Flight Dates: 11/1/14 - 3/31/15																																		
Travelocity.com Offsite retargeting linking OFF to visiterizona.com																																		



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Month	September				October				November				December				January				February				March				April					
Week	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20
Targeting: Great Outdoors and Sunny/Warm US Destinations; Comscore Top 100 Sites Flight Dates: 11/1/14 - 3/31/15																																		
ADDED VALUE: Expedia.com linking OFF to visiterizona.com Targeting: Homepage Flight Dates: 11/1/14 - 3/31/15																																		
'ADDED VALUE: Travelocity.com linking OFF to visiterizona.com Targeting: Homepage Flight Dates: 11/1/14 - 3/31/15																																		
Exponential																																		
Firefly Video - Illuminate Targeting: Custom: 49-55, with a HHl \$100K+ and who are seasoned Arizona vacationers Flight Dates: 10/1/14 - 2/28/15																																		
Firefly - Blaze Targeting: Custom: 49-55, with a HHl \$100K+ and who are seasoned Arizona vacationers Flight Dates: 10/1/14 - 2/28/15																																		
ADDED VALUE: Illuminate Teaser Impressions Targeting: Custom: 49-55, with a HHl \$100K+ and who are seasoned Arizona vacationers Flight Dates: 10/1/14 - 2/28/15																																		
ADDED VALUE: Vizu Study Targeting: Primetime/News - Watch on Demand/HULU (Desktop, iPad, iPhone) Flight Dates: 10/1/14 - 2/28/15																																		
HipCricket																																		
Smart Phone Rich Media Targeting: Hipcricket Travel, Entertainment & Shopping Channel Flight Dates: 10/1/14 - 2/28/15																																		
Smart Phone Banners Targeting: Hipcricket Travel, Entertainment & Shopping Channel Flight Dates: 10/1/14 - 2/28/15																																		
Smart Phone Interstitials Targeting: Hipcricket Travel, Entertainment & Shopping Channel Flight Dates: 10/1/14 - 2/28/15																																		
Tablet Banners Targeting: Hipcricket Travel, Entertainment & Shopping Channel Flight Dates: 10/1/14 - 2/28/15																																		
ADDED VALUE: ROS Bonus Impressions Targeting: ROS Flight Dates: 10/1/14 - 2/28/15																																		
ADDED VALUE: Rich Media Development Targeting: Hipcricket Travel, Entertainment & Shopping Channel Flight Dates: 11/1/14 - 3/31/15																																		
Matador																																		
Pushdown Auto-Expand Targeting: Homepage Flight Dates: 11/1/14 - 12/31/14																																		
Interstitial Targeting: Homepage Flight Dates: 11/1/14 - 12/31/14																																		
Site Skin Targeting: ROS Flight Dates: 11/1/14 - 12/31/14																																		
Social Pro- Article or Photo Essay (7) Targeting: N/A Flight Dates: 11/1/14 - 12/31/14																																		
Mobile layovers Targeting: ROS Flight Dates: 11/1/14 - 12/31/14																																		
MediaShift (IO-2920) -mediashift																																		
Southwest AZ Flights 80% SOV Targeting: Targeting flight routes where destination is Phoenix Flight Dates: 1/1/15 - 2/28/15																																		
Southwest Top 6 Markets Departure Flights 16.6% SOV Targeting: Targeting competitor flight routes: Los Angeles, New York, Dallas, Boston, Chicago, Denver Flight Dates: 10/1/14 - 11/30/14																																		
Orbitz (IO-2910) - orb																																		
Hotel Main page Takeover (Orbucks Promotion) Targeting: National Flight Dates: 4 weeks (October)																																		
Homepage placements (Orbucks Promotion) Targeting: National Flight Dates: 4 weeks (October)																																		



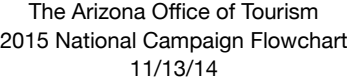
6



Year	2014																2015																				
Month	September				October				November				December				January				February				March				April								
Week	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20			
ROS																																					
Targeting: Offsite 1st Party Data Retargeting: Arizona Air + Hotel Travel Intenders																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ROS																																					
Targeting: Offsite 1st Party Data Retargeting: Destination Targeted to Confirmed Arizona Bookers																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: ROS																																					
Targeting: Content Targeted to Arizona & Competitive Destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: Travel Guides & ROS																																					
Targeting: Content Targeted to Arizona																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: Air Search Results																																					
Targeting: Destination Targeted to Arizona																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: Wait screen																																					
Targeting: Arizona + Competitive Destination Travel Intenders																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Sojern																																					
Sojern Traveler Platform Display																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Dynamic Weather Ads																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Pre-Roll Video																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Facebook Newsfeed																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: Double Verify Wrap																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: Post Impression Report																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: CUSTOM Marketing Efficiency and LIFT STUDY																																					
Targeting: National Targeting to only those showing high intent to travel to AZ and/or similar destinations																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Southwest																																					
Run of Segment Conquest																																					
Targeting: Southwest Airlines Audience Network: Conquest: Searched NM, UT, TX and CA Flights (30 Days)																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Run of Segment Conquest Pre-roll Video																																					
Targeting: Southwest Airlines Audience Network: Conquest: Searched NM, UT, TX and CA Flights (30 Days)																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Run of Segment AZ Lookers																																					
Targeting: Searched																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Run of Segment AZ Lookers Pre-roll Video																																					
Targeting: Searched (Pre-Roll)																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Run of Segment Vacation Travelers																																					
Targeting: Vacation Page																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Run of Segment Vacation Travelers PreRoll																																					
Targeting: Vacation Page																																					
Flight Dates: 11/1/14 - 3/31/15																																					
ADDED VALUE: Special Offers Section																																					
Targeting: SW Deal Seekers																																					
Flight Dates: 11/1/14 - 3/31/15																																					
TravelandLeisure.com																																					
Custom Static Interstitial																																					
Targeting: National																																					
Flight Dates: 11/1/14 - 3/31/15																																					
Targeted Display Media																																					
Targeting: Content Targeting towards Weekend Getaways, Adventure Travel, Road Trips																																					
Flight Dates: 11/1/14 - 3/31/15																																					
T+L Brand Block Sponsorship																																					
Targeting: National																																					
Flight Dates: 1/12/15 - 1/18/15																																					



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ADDED VALUE: T+L Weekend Getaways Newsletter Sponsorship Targeting: National Flight Dates: 1 Day (TBD)																																		
ADDED VALUE: T+L The Daily Transporter Newsletter Sponsorship Targeting: National Flight Dates: 1 Day (TBD)																																		
ADDED VALUE: Marketplace Textlinks Targeting: National Flight Dates: 11/1/14 - 3/31/15																																		
ADDED VALUE: Medium Format Production Fee - Interstitial Targeting: N/A Flight Dates: 11/1/14 - 3/31/15																																		
Travelzoo																																		
Branded Deal Headline Targeting: Premium sites national Flight Dates: 11/1/14 - 3/31/15																																		
ADDED VALUE: Destination Page on Travelzoo & Social PR Targeting: National Flight Dates: 11/1/14 - 3/31/15																																		
TripAdvisor																																		
TripAdvisor Homepage Targeting: Homepage Flight Dates: 11/1/14 - 11/30/14, 1/1/15-1/31/15, 3/1/15-3/31/15																																		
Arizona Overview page on TripAdvisor.com Targeting: Content Arizona Tourism Sponsorship Flight Dates: 11/1/14 - 3/31/15																																		
Arizona Content on TripAdvisor Targeting: Arizona Content Flight Dates: 11/1/14 - 3/31/15																																		
New Mexico, Utah Texas & California Content on TripAdvisor Targeting: Conquest Targeting (NM, UT, TX, CA) Flight Dates: 11/1/14 - 3/31/15																																		
Western National Park Content on TripAdvisor Targeting: Western National Park Content Flight Dates: 11/1/14 - 3/31/15																																		
Arizona Content on TripAdvisor Mobile Targeting: Arizona Mobile Content Flight Dates: 11/1/14 - 3/31/15																																		
Arizona Content on VirtualTourist Targeting: Arizona Content Flight Dates: 11/1/14 - 3/31/15																																		
New Mexico, Utah Texas & California Content on VirtualTourist Targeting: New Mexico, Utah Texas & California Content Flight Dates: 11/1/14 - 3/31/15																																		
VirtualTourist Homepage Targeting: Homepage Flight Dates: 11/1/14 - 3/31/15																																		
ADDED VALUE: ROS Bonus Targeting: ROS Flight Dates: 11/1/14 - 3/31/15																																		
ADDED VALUE: ROS Bonus Virtual Tourist Targeting: ROS Flight Dates: 11/1/14 - 3/31/15																																		
Verve																																		
Custom AOT Audience Segment Targeting: National Flight Dates: 10/1/14 - 2/28/15																																		
Custom AOT Audience Segment Targeting: National Flight Dates: 10/1/14 - 2/28/15																																		
Geo-Conquesting SW Tourist Locations Targeting: National Flight Dates: 10/1/14 - 2/28/15																																		
Social Location Targeting to Travelers/Tourists Targeting: National Flight Dates: 10/1/14 - 2/28/15																																		
ADDED VALUE: Standard Geo-targeted to TX/NM/NV Targeting: National Flight Dates: 10/1/14 - 2/28/15																																		
ADDED VALUE: Creative Production Targeting: National Flight Dates: 11/1/14 - 3/31/15																																		



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The Arizona Office of Tourism
2015 National Campaign Flowchart
11/13/14